

2014.08.28

## ESSILOR HELPS 5,000 DISADVANTAGED CHILDREN PROTECT THEIR EYES AT SUMMER EVENT IN FRANCE

On 20th August, a team from Essilor joined 1500 adults supporting Secours Populaire's annual event to give disadvantaged children the opportunity to go on holiday for a day. Some 5000 children from across the Paris region travelled to the Normandy coast to have a day at the seaside before their return to school.

Essilor provided each child with a special pack containing FGX sunglasses, information and a bracelet with the key message 'protect your eyes'. 60 Essilor volunteers brought hands-on help - from transport, distribution of packed lunches to getting children involved in activities on the beach ranging from swimming, sports, sand sculpture to Brazilian music and dance.

A [selfie competition](#), relayed on Essilor's Facebook page, promoted Essilor's key message on the importance of protecting one's vision from the dangers of UV. The event was attended by several high profile personalities including the French Minister for Women's Rights, the City, Youth and Sports Najat Vallaud-Belkacem, and Valérie Trierweiler, patron of Secours Populaire, who showed a strong interest in the importance of vision care.

The event marks the first stepping stone towards a long-term partnership between Essilor and Secours Populaire through its Essilor Vision Foundation.



French Minister for Women's Rights, Youth and Sports, Najat Vallaud-Belkacem with the President of Secours Populaire France, Julien Lauprêtre

From left to right, Romain Bail, Mayor of Ouistreham, Valérie Trierweiler, Patron of Secours Populaire@, Aicha Mokdahi,



Each child received a pair of sunglasses to help them get the most from the day and protect their eyes from UV light



For some, it was their only holiday of the summer, their first experience of the sea and their first pair of sunglasses



The children enjoyed a wide range of beach activities throughout the day



Getting the message across: sunglasses for style, but also essential for protecting eyes

\* Ms Vallaud-Belkacem has been nominated as Minister of Education in the new government.